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ABSTRACT

This paper details a study undertaken to determine the extent of the response made by United States journalism organizations, wire services, and individual media to the pledges of collaboration with Third World media made at UNESCO General Conference meetings and to ascertain problems associated with the fulfillment of those pledges. In addition, it examines the nature and extent of cooperative efforts extended by the private sector in other Western nations. Various sections of the paper provide information on the purpose and method of the study and on the cooperative undertakings, including equipment, training programs, consultants, and other forms of collaboration. The paper also provides a summary, an evaluation, and the recommendations of the study. A list of members of the World Press Freedom Committee is appended. (FL)

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International Communication Division

DRYING STREAMS OF INTERNATIONAL NEWS:

JOURNALISM ORGANIZATIONS RESPOND TO THREATS TO WORLD PRESS FREEDOM

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Drying Streams of International News:

Journalism Organizations Respond to Threats to World Press Freedom

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In the old "Perils of Pauline" silent movie serial, the heroine is bound and placed on a railroad track. From a distance the whistle and rumble of an approaching train can be heard. The audience squirms in horror until, at the last moment, the hero sweeps her to safety.

Today's Pauline embodies free and open news flow throughout the world. The train consists of those Third World nations that appear determined to effect a New World Information Order, marked in some aspects by state control of news gathering and transmission. It is fueled by newfound nationalism and majority voting power in UNESCO, the latter capable of swaying much world opinion in favor of such restrictions. Soviet bloc nations and UNESCO Secretariat researchers help stoke the boilers.

The question: Can the Western democracies, through private sector and government action, move swiftly enough to halt the train short of its possible victim?

To some observers this metaphor may seem overdrawn. Yet William G. Harley, media consultant to the U.S. National Commission for UNESCO, has warned of "reprisals" and "vindictive behavior" if "some highly visible and substantial moves" are not made in fulfilling Western commitments to help less developed

countries (LDCs) improve their communication capabilities.[1] And Mrs. Rosemary Righter, British journalist and author of Whose News? Politics, the Press and the Third World;[2] Ranald Macdonald, Australian newspaper official and chairman of the International Press Institute; and Keith Fuller, president and general manager of the Associated Press, told the writer in June 1979 that such reprisals may well be expected if evidence of substantial assistance and understanding is not forthcoming by the 21st general session of the UNESCO General Conference in Belgrade in 1980.[3]

The reprisals, it is agreed, likely would take the following form:

1. Further restrictions on the entry of journalists reporting on international affairs. Tanzania, Nigeria and several other African countries already have imposed blanket restrictions on foreign correspondents, and Malta only recently raised its ban on British correspondents.[4]

2. Further restrictions on the freedom of movement of journalists and foreign correspondents, and the free flow of information, within a country. A number of nations already have passed or are considering such legislation. Peter Galliner, director of the International Press Institute, reported the following at the IPI's 28th General Assembly in Athens, Greece, June 18, 1979:

> In East Germany, the work of foreign correspondents is even more limited now than it was before that country signed the Helsinki agreement in 1976. New regulations now make it impossible for foreign correspondents to interview anyone without official permission, and movements into and within the country have been severely restricted
>
> In India, the government's attitude toward press freedom remains restrictive despite its pledges to the contrary. This is demonstrated by its continuing control of the distribution of newsprint and advertising--essential elements in economic viability.
>
> [In Iran,] recent reports are indicating that major changes are taking place in the structure of the press which will consolidate the ideological domination of the country by the Islamic forces. A number of newspapers have been closed down and the biggest publishing house in the Middle East with a newspaper circulation of 1.5 million copies has been sold, and also a new press bill is being drafted which will put even more power into the hands of the authorities than in the past. We must remember that even during the Shah's regime the press in Iran was under rigid government control.[5]

3. The adoption by UNESCO of resolutions proclaiming the right of governments to become involved in the licensing of journalists in order to "protect" them, in the adoption of an international code of ethics and an international right of reply, and in the establishment and operation of national and regional press councils. These proposals are now being pushed in UNESCO by the Soviet Union, Cuba, Tunisia and the International Organization of Journalists.[6]

4. The seeking by the Third World of support from the Soviet Union rather than from the Western world.

Since 1970, LDC nations have demanded changes in the global flow of news. More news, they insist, should flow from the developing to the developed countries; information should move directly and less expensively between Third World countries; and the content and style of news reports should be changed so that those nations' developmental efforts and points of view could become more widely known. Soviet-sponsored UNESCO declarations have called explicitly for state control of media. The Third World demands were voiced vociferously at the 1976 meeting in Nairobi, Kenya.

A compromise between those favoring state control and those desiring a free flow of information was achieved at the 1978 UNESCO session in Paris when skillful negotiation resulted in a declaration that for the first time eliminated the phrase, "free and balanced flow of information"--a contradiction in terms--and called for the free flow of information and access by journalists to information, an important principle rarely present in UNESCO documents. Nevertheless, Soviet representatives at the last moment succeeded in tacking on to the document a reference to the 1966 U.N. Covenant on Civil and Political Rights, whose articles 19 and 20 hedge freedom of information with a number of responsibilities, including the responsibility not to endanger public order or public morals. Since many restrictions on reporting are made in the name of public morals, the rationale leaves the field open for government abuse.

Despite the framework for international cooperation developed at the Paris meeting, the idea of state control still looms large in Third World and Soviet bloc preparations for the World Administrative Radio Conference (WARC) meeting in September 1979,[7] in the interim report of the UNESCO-established International Commission for the Study of Communication Problems (the Sean MacBride commission composed of 16 so-called "wise men")[8] and in the development of the New World Information Order, yet to be defined.[9]

At the recent IPI General Assembly in Greece, Federico Mayor, deputy director general of UNESCO, angered many of the 400 delegates from 42 countries by reverting to pre-1978-Paris rhetoric in discussing global communication problems.[10] The following day Sean MacBride, president of the International Commission for the Study of Communication Problems, stoutly defended a UNESCO-related document titled, "Protection of Journalists," which speaker after speaker assailed as a means of obtaining state control through the licensing of journalists.[11]

The pervasive concept of state involvement in news gathering and transmission thus was far from overturned at the UNESCO meeting in Paris.

Although some journalism organizations and individual media have been helping to train journalists from LDCs for many years, the matter of increased collaboration and interdependence assumed a new urgency at the Nairobi and Paris meetings. Strong commitments were made by Western world representatives to help Third World countries develop their media infrastructures. This action persuaded a number of LDCs to moderate their demands for stringent changes in news flow patterns to be brought about by government controls.

PURPOSE AND METHOD

The primary purpose of this study is to report the extent of the response made by United States journalism organizations, wire services and individual media to the pledges of collaboration with Third World media made at the sessions of the UNESCO General Conference in Nairobi and Paris, and to ascertain problems associated with the fulfillment of those pledges.

The secondary purpose of the study is to determine--insofar as possible given the worldwide scope of the movement--the nature and extent of cooperative efforts extended by the private sector in other Western nations.

The value of compiling a comprehensive listing of actions already taken, as well as those planned, in support of the communication development needs of Third World countries was emphasized by George Beebe and Ranald Macdonald at the first biennial conference of the World Press Freedom Committee (WPFC) in October 1978.[12]

Methodology took the form of correspondence, telephone calls, foreign travel, personal interviews and the perusal of periodicals and books as well as unpublished reports on the subject. The organizations from which information was solicited include the World Press Freedom Committee, Associated Press (AP), United Press International (UPI), Inter American Press Association (IAPA), Inter-American Association of Broadcasters (IAAB), American Newspaper Publishers Association (ANPA), National Association of Broadcasters (NAB), International Press Institute (IPI), Federation Internationale des Editeurs de Journaux (FIEJ, also known as the International Association of Newspaper Publishers), and the U.S. Department of State.[13]

The inquiry was conducted from December 1, 1978, to July 15, 1979.

The principal source of information was the WPFC, a coordination group of 34 national and international media organizations on five continents.[14] The committee was formed in 1974 by agreement between IPI and IAPA. It was activated in May 1976 as storm clouds gathered for the UNESCO meeting that fall. At the Nairobi session Clayton Kirkpatrick of the Chicago Tribune, a member of the U.S. National Commission to UNESCO, pledged that the U.S. private sector would make a substantial effort to help the media in developing countries.

A WPFC development committee was formed. Jack R. Howard of Scripps-Howard Newspapers is chairman of the group seeking contributions from newspapers, and Arch L. Madsen of Bonneville International Corporation heads the broadcast effort. An initial goal of $1 million was set; of that amount more than $500,000 has been contributed. Under the leadership of its chairman and executive director, George Beebe, associate publisher of the Miami Herald, the WPFC monitors all global forums where the Western media come under attack; works to kill, delay or soften UNESCO draft declarations that advocate state control of the media; and sponsors programs of assistance with the media of developing nations.

AP and UPI officials offered full assistance in the survey, and Peter Galliner, IPI director, in June 1979 provided a list of what he termed "a few examples" of training programs and other assistance extended to Third World journalists in 1978-79. The list was assembled through replies to a request for such information made by IPI to its members in developed countries.

Because of the exhaustive nature and global scope of the undertaking, the full extent of the assistance currently being rendered to Third World media organizations and individuals by Western world media groups has never been described, or even approximated, in a single document. This report comes closest to doing so of any attempt thus far made.

COOPERATIVE UNDERTAKINGS

Efforts by the private sector in the United States to help rectify the imbalance between the communication capabilities of developed nations and those which are seeking to come into their own socially, politically and economically have assumed numerous forms. These activities have included grants for seminars, workshops and research studies; internships and conducted tours for journalists; and technology transfer, including both press and broadcast equipment and experienced personnel.

Equipment

The most vexing problem with which the WPFC, newspapers, broadcast stations and wire services have been grappling lies in the sending of equipment abroad. Newspapers in many LDCs are printed on antiquated flatbed presses. Typesetting equipment in many instances is worn out, breaking down easily. Much radio and television equipment is of similar vintage.

Consequently, the WPFC has received numerous requests from media in 20 countries on three continents and in the Caribbean. The Weekly Review, of Nairobi, wanted the presses formerly used by Long Island's Newsday. One would-be recipient requested equipment with which to produce an entirely new newspaper. "Almost every publisher in the Third World wants something, it seems," said Stanley M. Swinton, vice president and assistant secretary of the Associated Press. "Some ask for anything that can be sent."

Using the ANPA Exchange Bulletin, the WPFC has located a considerable amount of equipment being replaced by U.S. newspapers. The Janesville (Wisc.) Gazette sent equipment to the Beacon Publishing Company of Port-of-Spain, Trinidad, which, according to owner James Andrews, "will solve our main problems." The Devils Lake (N.D.) Journal dispatched a Compugraphic machine to The Vincentian of St. Vincent, also in the

Caribbean. Among other equipment offered are two $4,000 Pacesetter Mark I typesetting machines, each capable of setting cold type from 5 to 72 points, earmarked by the Baton Rouge (La.) Advocate and State Times for two other Caribbean newspapers, The Torchlight in Grenada and The Times in Montserrat.[15]

Broadcast stations in 11 Caribbean countries have requested radio and television equipment, Daniel Kops, president of Kops-Monahan Communications, Inc., New Haven, Conn., reported. Kops is coordinating the broadcast effort in association with James Hulbert, senior vice president for NAB station services, in Washington, D.C. Kops said more than 25 pieces of equipment thus far have been offered by U.S. stations, ranging from small items to a television transmitter which a Las Vegas station is willing to provide. Electricity is a problem in some areas, Kops said. "This is our first wave of matching," he added.[16]

The Pan American Development Corporation will pay shipping charges in this hemisphere for both print and broadcast equipment; however, since its funds cannot be used to benefit private companies, an intermediary such as UNESCO or another U.N. agency is being sought through which the funds and equipment may be channeled.

There is no counterpart to the Pan American Development Corporation to aid in shipping equipment to Africa and South Asia. Contributing publishers will not pay shipping charges and often the recipients cannot or will not, Swinton said. He added that publishers are reluctant to store equipment for a long time, for they always can dispose of it otherwise. A way around the transfer dilemma is being sought.

Obtaining the necessary import licenses from recipient countries is another major problem. In some countries, Swinton explained, bribes of customs officials are a standing practice. Sam Ngarutya, managing director of The Standard, in Nairobi, said that authorities in his country regard the importation of used equipment of any nature with suspicion because some Kenyan companies in the past have gained improper tax advantages through such action.[17]

Swinton quoted Asher Deleon of the UNESCO Secretariat as having commented that some of the developed countries' efforts are counter-productive--that nothing but "old junk" is being offered. "But," Swinton added, "anything that we can send by way of equipment often is 50 times better than what they have."

As a matter of principle some Third World leaders are urging that no technical assistance of any sort be requested or accepted, Beebe reported.

A major problem lies in the fact that much of the equipment offered is "too sophisticated" to serve the needs of small newspapers, Beebe said.

Another hangup concerns spare parts--how Third World nations can obtain them, who will pay for them and who will install the parts and make necessary repairs. There is a possibility that the U.S. Agency for International Development (AID) will provide funding in this regard, Swinton said.

United Press International--in response to an inquiry from the U.S. International Communication Agency (USICA)--offered to make available, at no cost, obsolete teletype equipment, mainly its old Model 15s. "But we also recommended strongly against acceptance of the offer, and the ICA took our recommendation," Frank Tremaine, UPI senior vice president, wrote.

"While the Model 15 was for many years a highly efficient workhorse, it has not been manufactured for a number of years, spare parts no longer are being manufactured and must be specially fabricated, and the old equipment simply is not reliable and cannot be expected to operate without frequent breakdowns which require knowledgeable technicians to repair."[18]

With only relatively minor equipment transfers from the United States to LCDs having thus far been accomplished, it is apparent that, despite intensive

efforts, problems still exceed solutions in this phase of the WPFC's program of collaboration with Third World nations.

Outside the United States, a means of providing small newspapers for use in rural areas of LDCs has been designed by the Graphic Media Development Center, established by the Netherlands Government Printing and Publishing House. The product is a micro mobile printing unit, called "micropu," which includes a graphic infrastructure of the smallest scale. It is mounted in a mini-bus, which can reach villages in rural areas even where local road conditions are poor. The facility, including the mini-bus, is priced at U.S.$18,500.

"The micropu can produce a small newspaper, leaflets, pamphlets, etc., on the spot," a pamphlet distributed by the Federation Internationale des Editeurs de Journaux (FIEJ), points out. "The unit can serve a number of communities in a selected rural district, dependent on the periodicity of the published newspapers. The mobility of the production unit is comparable with the mobility of a mobile library.

"Such a unit can be used by government agencies for agricultural extension, out-of-school education, health education, communication research, etc. But it also can be used by regional press media to penetrate the rural areas of their future expansion with small newspapers which are directed to the primary needs of the rural communities."

A Dutch newspaper has donated two units to FIEJ which, under the organization's sponsorship, have been dedicated for the use of journalists in rural areas of Indonesia and Kenya, Harold W. Andersen, president of the Omaha World-Herald and FIEJ president, reported.[19]

Training Programs

Journalism organizations, individual media, the wire services, foundations and colleges and universities for many years have been involved in collaborative educational programs for journalists and journalism students from other countries, with emphasis on the developing nations.

Internships aimed at aiding in the development of journalism abroad and an understanding of the press in the United States play a significant role in the eight-month study, work and travel program for 12 foreign journalists offered annually by the World Press Institute at Macalester College, St. Paul, Minn. During the past year Third World internships were arranged at ABC-TV News, NBC-TV News, WNEW in New York, the Associated Press in New York, and the Washington Post, Louisville Courier and Christian Science Monitor.

Forty-two newspapers, news magazines, wire services and broadcast stations provided internships in 1978-79 under a longtime program sponsored by the Indiana University School of Journalism in cooperation with the Department of State and, since 1978, the USICA. Approximately 90 percent of the journalists involved came from the Third World. The program is being ended with the intention that journalists henceforth shall be trained in their own countries.

From four to seven journalists from other countries are appointed as associate fellows in the Nieman Foundation program at Harvard University each year. In 1978-79 they included journalists from Sierra Leone, Malaysia and Indonesia. The program is supported in part by the Ford Foundation. The foundation provides limited support of other Third World/free press initiatives including fellowships in communications for university faculty members from developing nations at the University of Chicago.

The International Institute of Education and the Asia Foundation for many years have underwritten the travel expenses of foreign journalism students, including practicing journalists, enabling them to attend such educational conferences as the annual convention of the Association for Education in Journalism.

The Society of Professional Journalists, Sigma Delta Chi, is working with the Partners of the Americas' journalistic exchange program in selecting U.S. journalists to spend a month in Latin America and also in choosing Latin journalists for similar experiences in this country. The WPFC has provided $6,000 in support of this program.[20]

Since 1960, broadcast journalists from overseas have participated in an annual eight-week International Broadcast Seminar (primarily radio) sponsored by the Newhouse School of Public Communications at Syracuse University in cooperation with the Department of State and (since 1978) the USICA. The 1979 participants included journalists from Nigeria, Syria, Tanzania, Guam, Hungary, Upper Volta, Papua New Guinea, Benin, Luxembourg and Indonesia.[21]

These are only examples of numerous interchange programs involving U.S. organizations, media, foundations and colleges and universities.

The United Press International receives approximately 50 visitors each year from foreign news organizations, mostly from LDCs, and also provides intern experiences. Frank Tremaine, senior vice president, said not many Third World organizations have taken advantage of the intern programs, but that during the past year young journalists from the News Agency of Nigeria, PARS of Iran and the Liberian News Agency have worked as interns in bureaus in New York, London, Hartford, Chicago and Washington, D.C.

UPI now has agreements with approximately 40 news agencies, many in Third World countries.

"We are glad to be of assistance to developing news agencies," Tremaine wrote, "and, contrary to a belief held in some quarters, we do not oppose the development of such agencies. In view of our tradition as an independent news service with no government connections and in view of the traditions of American journalism, we would prefer that such agencies be independent rather than controlled and/or supported by their governments. However, we also recognize that in many parts of the world today, this is impractical both economically and politically."

UPI also is acting as paid consultant to a Norwegian engineering consulting firm which is under contract to the Saudi Arabian government to develop a communication system, construct a building and assist in the expansion and reorganization of the Saudi Arabia News Agency.[22]

The Associated Press during the past year provided training for representatives of the Nigerian, Ghanian and Indonesian news agencies; sent a short-term consultant to help the young Argentine national agency get under way; began direct distribution to French Polynesia; and reached a news exchange agreement with Agence Tunis Afrique Press for distribution of AP news in Tunisia, one of the leaders of the emerging nations movement.

In connection with its introduction of TTS service to Latin America, AP divided its old single Latin American file into five regional services and, among other actions, employed an Argentine journalist, Rodolfo A. Windhausen, on its Latin American desk in New York City. Windhausen had been serving a Fulbright-Hays Scholarship in the Department of Mass Communications at Texas Tech University.

"AP devoted great effort during 1978 to improving ties with journalistic colleagues in the emerging nations, whose fervor for fuller coverage of their own countries focused great attention on the Western news agencies," the AP board of directors reported. "AP executives at every opportunity, including some special assignments abroad, met with leaders in the Third World journalism movement for frank discussions, rather than rhetoric, about mutual concerns and problems."[23]

The Inter-American Association of Broadcasters (IAAB), representing more than 14,000 radio and television stations throughout the Americas, is working to establish what it characterizes as "the only mid-career development center in Latin America." The center is viewed as a means of offsetting "the heavy Marxist infiltration of most Latin American journalism schools." It is hoped that a campus may be developed, possibly in Montevideo, Uruguay, from which two-week seminars could be conducted in various locations throughout Latin America. The WPFC provided funds for a feasibility study of the undertaking, but E. Markham Bench of WRFM Radio in New York City, IAAB first vice president, said that foundation assistance "or a much heavier contribution from the World Press Freedom Committee" would be required in getting the project under way.[24] Beebe believes that a series of high-level seminars should be held in Latin America to gain the necessary support for the center from media owners.

The Inter American Press Association (IAPA) during the past 25 years has given scholarships to more than 260 young journalists and journalism students. Half of these have gone to Latin Americans for a year of study in the United States or Canada and the other half to North Americans to spend a year in a Latin American country (or countries), studying and participating in the IAPA's reporting program.

James B. Canel, general manager, reported that the IAPA Technical Center, established in 1956, has a continuing seminar program, has published a variety of

textbooks and issues a monthly bulletin on technical and administrative subjects. IAPA also has arranged for experts to visit Latin American publications and has arranged for the donation of printing equipment.

The IAPA's annual awards program also has been designed to improve reporting and community service by the Latin American press. There are five $500 awards in different categories of journalism and a plaque for a Latin American newspaper. An individual award and a plaque also are given to North Americans each year in recognition of outstanding reporting on Latin America.[25]

At midsummer 1979 the World Press Freedom Committee had awarded more than $240,000 in the form of 30 grants, most of them involving training programs. The grants include the following:

.To the Asia-Pacific Broadcast Training Institute in Kuala Lumpur, for a two-week seminar.

.To the Caribbean News Agency for a week-long seminar for its correspondents and stringers.

.To the Press Foundation of Asia for a seminar at Kuala Lumpur for Asian-Pacific business writers.

.To the Inter American Press Association to help underwrite ten Latin American and Caribbean seminars in 1978 and 1979.

.To the University of Nairobi School of Journalism for equipment for the laboratory newspaper.

.To the University of Nairobi School of Journalism for co-sponsorship of a four-day seminar for newspaper editors from 18 African countries in May 1978.

.To the International Press Institute to help underwrite an African seminar on economic and financial reporting in Nairobi in October and November 1977.

.To the IPI covering air fares enabling five Portuguese journalists to intern for a month each on the Chicago Tribune, Harris Newspapers in Kansas, Louisville Courier, Milwaukee Journal and Pittsburgh Post-Gazette in April and May 1978.

.To a training school for print and broadcast reporters in Trinidad.

.To the Nigerian Institute of Journalism for overhead projectors and a transparency maker for use in training programs.[26]

Non-governmental organizations outside the Americas also have been engaged in numerous programs of assistance to journalists and mass media in the LDCs.

In the fall of 1979 a rural press development seminar will be conducted in Nairobi, Kenya, under auspices of FIEJ. The organization hopes that the seminar will attract journalists from throughout Africa as well as from Asia.

Based on responses to a request from the International Press Institute to its members in developed countries for information concerning the training of, or assistance to, journalists from Third World countries during the past year, the following list was compiled:[27]

Australia

Six Papua New Guinean journalists have spent two months each with ABC News Sydney and Radio Australia learning radio news sub-editing under auspices of the Australian Broadcasting Commission.

Several reporters and production people from Malaysia, Fiji and Papua New Guinea have undergone on-the-job training at The Herald and Weekly Times of Australia.

The Sydney Morning Herald has given a month's intensive training to a photographer from the Solomon Islands Information Service.

The Age, Melbourne, has granted a leave of absence to staff member John Lawrence so that he could assume the directorship of the Nigerian Institute of Journalism for two years.

Austria

Funds and lecturers have been sent to the School of Journalism at the University of Nairobi, founded by IPI.

Aid was been provided for the inauguration of a weekly newsreel in Kenya. Austria Wochenschau sent a cameraman and equipment to Nairobi. Kenyan cameramen were trained in Austria.

Newspapers, news agencies and radio and television stations have sponsored visiting journalists, showing them equipment and discussing professional problems.

Austria-Presse-Agentur has sent an editor to four Gulf states of the Arabian peninsula on request of UNESCO to help organize the flow of news between their news agencies and other parts of the world. APA also sponsored a third conference of news agencies from European and Arab countries in April 1979.

Federal Republic of Germany

Radio Berlin conducts courses for about 40 broadcast journalists from developing countries each year.

Deutsche Welle trains about 50 Third World broadcast journalists annually.

The Journalism Institute in Berlin provides training courses for 60-70 newspaper journalists from LDCs each year.

The Friedrich Naumann Stiftung (Foundation) has organized educational and training courses in cooperation with universities in Egypt, Tunisia, Zaire and Morocco.

The Friedrich Ebert Stiftung sponsors training programs in a number of countries in Africa and Asia. Its principal efforts have been in Kenya, Ghana and Singapore. The foundation sponsored a seminar in Hong Kong on economic and financial reporting in June 1978. Twenty-six journalists from ten Asian countries attended.

The German IPI National Committee and the Konrad Adenauer Stiftung sponsored a 1978 tour by a group of Brazilian journalists to newspaper offices, broadcast stations and publishing houses in West Germany.

Hong Kong

A seminar on news translation (Chinese-English-Chinese) was conducted by the Chinese Language Press Institute in March 1978. Twenty-four journalists attended from Taiwan, Malaysia and Hong Kong.

The Asia Foundation in Hong Kong holds seminars for Asian journalists.

Japan

Nihon Shinbun Kyokai, the Association of Editors and Publishers of Japan, holds seminars and training programs for Asian journalists. Specialists have been sent to other Asian countries.

Netherlands

The Radio Netherlands Training Center provides training in television techniques and in radio production and planning. Emphasis is on educational and informative programs. The courses last six months, and each is attended by about 25 journalists from developing countries.

A similar course is being planned for journalists employed by news agencies in developing countries.

Sweden

The Swedish International Development Authority, in cooperation with UNESCO, is planning a training program.

United Kingdom

The Westminster Press and other newspapers and groups accept journalists from developing countries for on-the-job training.

The Thomson Foundation holds training courses, mostly editorial in nature, each year for mid-career journalists from Third World countries at its Editorial Study Centre in Cardiff. The foundation also arranges newspaper management courses and internships with newspaper groups. Courses for television engineers from LDCs are conducted at the Thomson Foundation Television College in Glasgow. Training projects were held in Kenya, Tanzania and India during the past year.

The Commonwealth Secretariat has sponsored courses in financial journalism.

The Commonwealth Press Union has held journalism workshops in Bangladesh and Ghana. The union's annual fellowship program provides places for ten journalists from LDCs for study and work in the United Kingdom for three months. The union also sponsors an exchange program involving journalists from developed and developing countries. Scholarships are awarded to selected United Kingdom journalists for work and study overseas. Consultancies on managerial, technical and other problems also are a part of the CPU activities.

General

The International Press Institute also noted that, with and without Western assistance, numerous training programs and seminars are arranged each year within Third World countries. The Press Institute of India, for example, regularly conducts seminars and refresher courses.[27]

The Press Foundation of Asia (PFA) since 1967 has conducted an extensive training program, concentrating on improving editorial, production and management techniques through practical seminars and workshops. S. M. Ali, PFA chief executive, reported the following.

> Through some 50 seminars and workshops held in different parts of Asia in 1967-77 and a once-a-year advanced course in development journalism, PFA and various national institutes have identified and developed new newsbeats, from population and related economic issues to science and technology, from our living heritage in the field of

> art and culture to interpretative political reporting. What's more, it is primarily through this program that the PFA discovered and deployed new talents in the field of journalism in Asia. Many have returned to their own newspapers with, it is hoped, better skills and wider horizons. . . .[28]

The IPI itself has provided training programs for journalists in Asia and Africa since the early 1960s. Its task in Asia was to modernize the already existing press at both management and journalistic levels. "But while there had been a long-established press in Asia, there was virtually no indigenous press in Africa when IPI ventured there in 1962," Director Peter Galliner reported. "The African training program was set up in accordance with certain basic principles: to assist the Africanization of the media in newly independent English-speaking countries, to assist in raising professional standards as Africans took over from Europeans, and to align the media to the task of national development."[29]

Galliner said more than 300 African men and women were trained in six-month courses that ran for five and a half years at institutes established at the University of East Africa in Nairobi (serving Central and East Africa) and the University of Lagos in Nigeria. The program was followed by an advisory service to help senior journalists with specific problems and to respond generally to requests for help from African media. More than 20 seminars and workshops were organized for journalists and broadcasters. A training manual, The African Newsroom, was published and a quarterly publication, The African Journalist, was established.[30]

In his annual report of IPI activities from March 1978 to June 1979, Director Peter Galliner reported the following additional training programs involving Third World journalists:

> .A focus on the rural press in Africa was the theme of a three-day workshop in Nairobi in October 1978. How to take news to the village level was the main subject of discussion. Journalists as well as representatives of news agencies and ministries of information from 15 African countries participated. The workshop was sponsored in cooperation with the Ford Foundation and the Canadian International Development Agency.
>
> .A seminar in Nairobi in December 1978 was designed to expose middle-level journalists to the subject matter and techniques of agricultural reporting.

It was sponsored by IPI in conjunction with the World Bank and the Konrad Adenauer Stiftung, and was attended by about 30 delegates from English-speaking countries in black Africa.

.Thirty Indian editors attended a seminar in Agra in December 1978 concerning problems of the rural press in India. Case studies were discussed, as well as management techniques and professional standards. The seminar was sponsored in cooperation with the Friedrich Naumann Stiftung and the Leslie Sawhney Programme.

.A training program for black Rhodesian journalists began in London in February 1979. The nine-month curriculum is oriented to practical training and includes courses in economics and international relations. It is sponsored in cooperation with the City University and the Overseas Development Ministry.[31]

Among other organizations that are helping serve the communications needs of developing countries are the Asian Institute of Broadcasting Development, Asian Mass Communication Research and Information Centre; Japanese Broadcasting Corporation; East-West Communication Institute; Singapore Centre for Production and Training for Adult Education Television; Centre for Communication Studies, in Hong Kong; Association of Editors and Publishers of Japan; and Centro Internacional de Estudios Superiores de Comunicación para América Latina (CIESPAL).

Consultants

A manpower pool of 900 retired media specialists has been created by the WPFC. Approximately 35 men and women already have spent many weeks assisting LDC journalists in their own plants. Among them are several dispatched to South Asia at the request of the Press Foundation of Asia. The WPFC paid air fares and insurance costs, and the PFA and recipient media covered other expenses. Among those going to the Caribbean, the WPFC spent $1,500 in covering the expenses of a consultant's visit to El Mundo and El Diario de Hoy in San Salvador.

As additional equipment is shipped to the LDCs, requests for installation and repair personnel, and other consultants, undoubtedly will increase.

Other Forms of Collaboration

1. A campaign is under way to reduce communication rates to and from the developed and less developed nations and among the Third World countries themselves. In June 1979 the WPFC filed a petition with the Federal Communications Commission (FCC) requesting a hearing to reduce rates of sending news by telex, telephone, radio and television to developing countries. The petition noted that the international news exchange "is priced at levels which impose unreasonable cost burdens upon press services, especially those in developing countries, inhibiting their ability to provide even adequate news coverage of international affairs and concerns. . . . In the international context social considerations outweigh pure cost of service considerations."

In many parts of Africa, it costs more to call a neighboring country than it does Paris or London. In South America, a telephone call between Bolivia and Chile is higher than from Bolivia to New York.

The WPFC also has urged the FCC to "take extraordinary steps to actively require the United States representatives to INTELSAT and the International Telecommunications Union to undertake the establishment of such preferential rates on a worldwide basis."[33]

2. Whether the cost of newsprint required by media in LDCs can be reduced is a matter of discussion. "The cost of newsprint from North American mills has doubled in recent years," complained Michael J. Gorman of Allied Newspapers Ltd., in Bangkok, at the IPI meeting in Greece. "Newspapers are likely to fail because of these tremendous costs. The mills should show a little help to other parts of the world."[34]

3. An effort is being made to arrange a Free World media conference at a time between the WARC meeting in September 1979 and the UNESCO session in Belgrade in 1980, George Beebe said.

4. Numerous protests are registered each year, particularly by the IPI and IAPA, against incursions into press freedom and violations of basic human rights involving journalists in both developed and less developed countries. The IPI in its 1979 session, for example, by resolution expressed dismay that at least 55 journalists who have disappeared in Argentina remain unaccounted for. It urged the government of Argentina to publish the names of journalists held incommunicado by government agencies without charge or trial, and to allow those detained journalists who wish to emigrate to do so, as they are entitled to under the Argentine constitution. As another example, the IPI, noting the murder of Pedro Joaquin Chamorro, editor of La Prensa, and the recent destruction of the newspaper's building in Managua by the National Guard of President Anastasio Somoza, strongly condemned the suppression of free expression in Nicaragua. Such outside support is cherished by journalists in all countries.[36]

5. In order to keep more fully abreast of Third World communication needs and demands, and to uphold principles of press freedom, representatives of the WPFC, IPI and other organizations and their affiliates travel almost constantly to international meetings throughout the world. "Monitoring the major international conferences where the media is scrutinized or attacked has to be the strongest phase of the World Press Freedom Committee program," George Beebe declared.[37]

6. Western media representatives also have traveled extensively in LDCs in recent years seeking a better understanding of the problems faced by the public and by journalists in those nations. For example, IPI Chairman Ranald Macdonald in

September 1978 visited eight countries in Africa--Senegal, Ivory Coast, Nigeria, Kenya, Malawi, Zambia, Zimbabwe Rhodesia and South Africa. Macdonald and Galliner made similar trips to several Latin American countries in midsummer 1979.[38]

7. Since its founding in Manila in 1967, a number of the programs of the Press Foundation of Asia (PFA) have been supported by such international bodies as the Ford and Thomson Foundations, the U.N. Fund for Population Activities, UNESCO and the International Development Research Centre. About 300 newspapers, from Afghanistan to Indonesia and from South Korea to New Zealand, are members.

The PFA sponsors the only Asia-based feature service, DEPTHnews (the first syllable standing for Development, Economics and Population Themes). The service offers coverage reflecting social relevance and underlining a sense of commitment of Asian journalists to economic development in the broadest sense of the term. It appears weekly in ten editions, including DEPTHnews Asia (mainly dealing with political developments), DEPTHnews Special (economic and related issues) and DEPTHnews Science Service. Planning has been under way to extend the service to the Middle East and Africa and also to provide news features for Western readers.[39]

The Age, of Melbourne, Australia, in cooperation with the foundation, has launched an Asia Watch press service for major world newspapers, containing 750-word essays by prominent writers describing development problems and progress of Asian countries. Ranald Macdonald has expressed the hope that African Watch and Latin American Watch services of a similar nature may be inaugurated.[40]

8. The Western news agencies have sought to increase the flow of non-event-centered news and feature stories from the LDCs. Three recent stories may be cited as examples of the wire services' attempts to help Western readers and listeners gain a better understanding of these countries. In May 1979 the AP

distributed a story by Shirley Christian, datelined Santiago, Chile, describing the "melting pot" characteristics of Latin American nations. The story was accompanied by a sidebar noting that a number of current and former Latin American leaders have non-Spanish or non-Portuguese ancestry. A UPI story datelined Sydney, Australia, noted that "China's once silent listeners are coming out of the woodwork and jamming Radio Australia with fan mail."[41] A dearth of such people-centered, background reports has been a major complaint of Third World nations.

9. Much news flow research currently is being undertaken in order that facts may replace some of the rhetoric in the Third World controversy. Because of its bulk only a few examples may be cited here.

At the 1979 IPI General Assembly, Richard Francis of the British Broadcasting Corporation reported that in 1977 Asian countries provided six percent of the newsfilm supplied to the European Broadcasting Union (EBU)--a total of 45 items--but in return accepted approximately 4,500 items, an imbalance in the ratio of 100 to 1. Eastern European countries, he said, supplied 250 items while using 5,000 items from Western Europe, representing a 20-1 imbalance. Picture quality and content are decisive factors, he added, pointing out as an example that black-and-white film of poor quality portraying the opening of a dam in Africa could not be used. An influx of funding and equipment in the poorer countries is greatly needed, Francis said. He added that the EBU provides film to developing countries at no cost.[42]

Wilbur Schramm and associates at the Centre for Communication Studies, associated with the Chinese University of Hong Kong, have been engaged in studies of Third World events, particularly in selected Asian countries; the reporting of those events by the AP, UPI, Reuters and Agence France Press; and the use of those wire reports, and materials from other sources, by 16 selected Asian newspapers.[43]

The Associated Press recently reported a study showing that 23.4 percent of its international news dealt with economics and only 5.6 percent with wars and violence.[44]

Frank Tremaine reported the following in behalf of United Press International:

> As you probably know, we file separate circuits for various parts of the world. The content of our service going to Latin America in Spanish will differ in many respects from the service being distributed in the United States, and the services going to Asia and various parts of Europe differ from each other as well as from the domestic and Latin American services.
>
> For example, nearly 50 percent of the service going to Latin America originates in Latin America. Everything which originates in the Middle East is returned automatically to the Middle East in the service going to that area, etc. Surprisingly, however, despite what many of our critics tell us, newspapers in at least one major area of the world are not as much interested in news from their own area as from others.
>
> One of our Latin American executives a few months ago studied the content of 25 newspapers in eight Latin American countries. During the one-week period studied, which was not always the same week, he discovered that the newspapers surveyed used a greater number of items from Europe (34.7%) than from Latin America (10.2%). Next came the United States (16.9%), the Mid-East (10.2%), Asia (5.0%) and Africa (3.7%). Only six of the 25 newspapers studied used more Latin American items than European items during the week surveyed.
>
> The study showed that, by comparison, our service to Latin America at the time (not including sports) averaged 41.2 percent from Latin America, 20.6 percent from the U.S., 16.6 percent from Europe, 10.8 percent from the Middle East, 6.9 percent from Asia and 3.9 percent from Africa.[45]

10. In addition to foundation support previously indicated, other examples of aid by American foundations may be cited. They include the following:[46]

> .The John and Mary R. Markle Foundation provides approximately $2 million in grants each year to strengthen the performance of the mass media and communications technology. Although most of the grants have been U.S.-centered, the foundation in 1976-77 contributed $10,000 to the Edward R. Murrow Center of the Fletcher School of Law and Diplomacy at Tufts University to organize a conference on the Third World challenge to press freedom and the free flow of information. Further support of the conference was provided by the MacCormick Charitable Trust, the Philip L. Graham Fund, the New York Times Foundation, the Poynter Fund, Time Inc. and UNESCO. During the same year the Markle foundation awarded a grant of $73,900 to the Center for International Studies at the Massachusetts Institute of Technology in support of the preparation of a book by Ithiel de Sola Pool assessing the social, political and legal implications of communications technology.

.Fellowships provided by the Alicia Patterson Foundation enable U.S. journalists with at least five years' experience to travel and study abroad, during which time they write articles for publication about economic, social and political problems, and other matters, in developed and underdeveloped countries.

.The Rotary International Foundation, through the organization's more than 18,000 clubs in 150-plus countries, conducts a massive educational exchange program involving university students from both developed and LDC countries. Approximately 24 U.S. journalism students are sent abroad each year by the foundation for advanced study, and numerous clubs arrange exchange programs on their own.

11. The contributions made by other media organizations in improving the international flow of news also should be mentioned. They include the following:[47]

.Through 28 national unions in 24 countries, the International Federation of Journalists, with headquarters in Brussels, Belgium, seeks to raise professional standards, defend press freedom and help news media in developing nations. The federation also issues press cards.

.The International Catholic Union of the Press works to improve the performance of its newspapers in both developed and less developed countries. Its membership includes the Catholic Press Association of the United States and Canada.

.The International Society of Weekly Newspaper Editors seeks to improve the news and editorial content of weekly newspapers in the United States and overseas. The organization also provides grants to young editors in this country and abroad to help defray the cost of attending the society's annual conference.

.The Associated Press Managing Editors Association, through its Foreign News Committee and other committees, studies problems affecting the international flow of news.

.The UPI Broadcast Advisory Borad and the UPI Newspaper Advisory Board, in less systematized fashion, study similar problems.

.The Foreign Press Association keeps correspondents from other countries in touch with U.S. life and opinion and arranges contacts with Americans and foreigners.

.The United Nations Correspondents Association aids print, broadcast and wire service journalists from all nations in their coverage of U.N. activities in the United States and elsewhere.

12. Numerous publications, including Atlas World Press Review, Editor & Publisher, Freedom House's Freedom at Issue and other periodicals, regularly publish articles illuminating Third World media problems. Accelerated scholarly interest in Third World communication needs in recent years has resulted in an increase in the number of books, monographs and journal articles published about LDC media.

13. Since World War II, Western journalism and mass communication educators have made a signal contribution to the improvement of the world news flow. Going abroad at the rate of well over a dozen a year under the Fulbright (later Fulbright-Hays) and Smith-Mundt programs, U.S. educators helped establish schools of journalism and strengthened others already begun throughout the world. They took with them the concept that a liberal education, as provided by a university or similar institution, in combination with professional instruction, would best serve a country's long-term communications needs.

Because the inculcation of professional standards and principles in a country's journalists is perhaps the greatest guarantee of a free press, the established centers of journalism education, both national and regional, are now playing an increasingly important role in the full development of the media in Third World countries and elsewhere. One may note the professional education programs in the universities of Mexico, Peru, Brazil and Argentina, as well as at the University of the West Indies; at Cairo University; in Kenya, Nigeria and Ghana; in Singapore, Hong Kong, India, Malaysia and Thailand; and elsewhere.

During the 1978-79 academic year mass communication educators from a dozen U.S. universities studied or lectured in Liberia, Egypt, Indonesia, Mexico, Japan, Jamaica, India, Brazil, Colombia, Nigeria and other countries. At the same time Fulbright lecturers and researchers came to the United States from Peru, Bulgaria, Japan, the Federal Republic of Germany, Norway, Argentina and South Korea. And almost 400 international graduate students from 73 countries studied journalism in 58 schools and departments of journalism in the United States in the fall of 1978.[48] Through such ongoing educational activities is the concept of freedom of information spread, at least to some extent, throughout much of the world.

Universities in other countries are involved in similar international programs. For example, the School of Journalism at the University of Western Ontario in Canada brings six anglophone journalism students from Cameroon to the university for six months each year. This is part of a larger program involving the governments of Canada, France and 13 francophone African countries. Since 1972 Canada and France have helped to organize and operate the final year of a three-year degree granting program at two journalism schools in West Africa. The francophone students spent the first two terms of their final year at the French Institute of the Press in Paris and the third term at the University of Montreal. The students from Cameroon's anglophone minority spend one term in Paris and two terms at Western. The program in its current form is being phased out and, after another two years, all teaching will be done in Africa. The University of Western Ontario and Laval University in Quebec also operate a joint program for international development reporting.[49]

UNESCO and other U.N. agencies from time to time have called upon mass communication research centers and individual scholars to conduct research and prepare position papers regarding Third World issues.[50]

From September 25-27, 1978, representatives of the International Communication Association met with officials of the U.S. International Communication Agency (USICA) to explore how the association, an organization of scholars and teachers of communication, might represent an important resource for the new agency.[51]

On June 20, 1979, in response to an inquiry by the writer, John E. Reinhardt, USICA director, expressed pleasure at the commitment to policy research in international communication expressed by the International Communication Division of the Association for Education in Journalism. He proposed a meeting with division leaders "to examine in detail the respective needs, capacities and interests of our

organizations, and to sketch out a method of interaction."[52] Plans to follow up on Reinhardt's suggestion will be considered by the division's Executive Committee at the annual AEJ convention in Houston, Texas, August 5-8, 1979.

SUMMARY, EVALUATION AND RECOMMENDATIONS

The following conclusions seem evident from the foregoing survey of actions taken or proposed by the private sector in the United States and other Western nations "to contribute to the creation of the conditions for a free flow and wider and more balanced dissemination of information,"[53] in the developing countries:

1. The sponsoring of workshops, seminars, internships and other training programs for Third World journalists constitutes, by far, the major contribution now being made by these organizations.

2. Despite much interest and intensive efforts, the providing of equipment has been so difficult to achieve that results thus far have been negligible. When shipping problems have been solved, the flow should increase.

   "We've got to do far more," WPFC Chairman George Beebe declared in reference to technical training and technology transfer.[54]

3. Approximately 900 retired media specialists have volunteered their service as consultants in developing countries, and about 35 men and women already have spent many weeks assisting LDC journalists in their own plants. As additional equipment is shipped, the number likely will increase substantially.

4. Positive action is being taken toward seeking a reduction of communication rates to and from Third World countries and within those nations. Whether the cost of newsprint supplied to LDCs can be reduced is problematical.

5. Although seeking to repudiate, primarily through research studies, the charges that insufficient attention is paid to developmental news in LDCs, the global news agencies of the West are affirmatively taking steps to serve the news flow needs of these nations more fully; to aid in the development of national and regional news agencies; to enter into additional news exchange agreements with LDCs; and to train Third World journalists. Despite the fact that native stringers constitute a large portion of the wire services' correspondents throughout the world (General Manager Keith Fuller said only 81 of the AP's more than 500 correspondents abroad are Americans[55]), little apparently can be done to refute Third World charges that the wire inevitably reflects a Western perspective.

6. The assistance provided by Western mass communication educators and practitioners in building professional journalism schools of a liberal nature in Third World countries, as well as the ongoing exchange of scholars, students and practitioners, constitute a major contribution toward strengthening news communication throughout the world. A vastly renewed effort in this regard, however, seems to be in the making.

"The compromise at Paris gave us time," said Ranald Macdonald. "Time to help improve the communications flow and to work very hard on training because

the press is less easy to control when it has professional communicators, as in South Africa."

MacDonald especially sees the need for instructors and practitioners to move regularly into Third World educational centers, for native instructors to work and study in other countries and then return and for textbooks to be written by native or regional educators and practitioners.[56]

Dr. Robert Lindsay, professor of mass communication and international relations at the University of Minnesota, sounded a similar note at the annual conference of the International Institute of Communications in 1977:

> The time is at hand, indeed is overdue, for a carefully devised scheme to provide direct assistance in various forms to Third World universities and other institutions devoted to educating and training communications professionals.
>
> Enrichment of their staffs and provision of teaching hardware can, if imaginatively programmed without reference to ideological implications, do much to relieve the LDCs of their present deficiencies with respect to the global communication "imbalance."
>
> I suggest, therefore, that we who are concerned professionally with communication development ought now to shift the focus of our attention from the minutiae of "delivery services" and polemical interpretations of Article 19 of the Universal Declaration of Human Rights to the more urgent necessity to foster the self-sufficiency of the Third World as to the education and training of its mass communicators.
>
> The requirement is for a massive, long-range program of assistance, so that developing nations can produce their own journalists, mass communication researchers, media technicians and other highly trained personnel basic to any country's mass communications systems in the waning years of the 20th Century.[57]

Although this paper has focused almost exclusively on the private sector, attention should be called to the announcement by USICA Director John E. Reinhardt at the UNESCO meeting in Paris that the U.S. government plans to "devote American assistance, both public and private, to suitably identified regional centers of professional education and training in broadcasting and journalism in the developing

world, where such assistance could help the centers equip themselves to produce fully qualified practitioners for the media in the region." Continued Reinhardt:

> Our role will be to work with the faculties and institutions on their premises. We will undertake to send a senior faculty member or dean of communications to each center for a year's service as a faculty adviser on curriculum or resource development. Private U.S. news organizations will underwrite the visit to the centers of senior correspondents and editors, on rotating three-month assignments, to demonstrate professional skills.
>
> As equipment needs are identified, efforts will be made to locate available consoles or studio facilities or printing presses that can be donated to the Centers. Institutional funding needs, if any, will be reviewed and assistance offered in presenting them to suitable funding agencies.
>
> The visiting professors and journalists will stay no longer than requested; but so long as they are there, they themselves will be learning about Third World development needs and perspectives, in a way that will stay with them when they return to their regular jobs as teachers and gatekeepers of American journalism.[58]

After rejecting proposals tending toward state control of the media incorporated in the "Interim Report on Communication Problems in Modern Society," submitted by the International Commission for the Study of Communication Problems (the MacBride Commission), to which it was invited to comment, the American Newspaper Publishers Association offered some suggestions, including the following:

> It would be constructive for UNESCO to foster journalism training programs and to assist journalists in the acquisition of usable equipment. Progress in these areas, supported both by government and by the private sector, would serve to increase the information sources available to persons in many parts of the world.
>
> In addition, UNESCO--in cooperation with the International Telecommunications Union, the World Bank and other organizations--could provide a valuable service by working to upgrade existing communications systems which journalists rely upon for transmission of information. Journalists in developing countries often find it costly to communicate because the existing system was originally designed to connect the specific developing country with a specific part of the developed world. Capital is needed to expand existing communications systems so that information may be economically transferred among developing countries and the rest of the world.[59]

Similar statements rejecting much of the commission's report are contained in an analysis made by the officers of the Inter American Press Association. As

with the ANPA comments, the IAPA analysis closes with positive recommendations to the MacBride commission, as follows:

> The existing imbalance and the need to build up the media of communication in individual countries are problems that can and should be solved as matters of top priority.
>
> The key could well be the creation of an International Communications Fund, as suggested in the Interim Report and earlier by representatives of Tunisia, with the participation of governments, international governmental organizations, and the cooperation of international media organizations. The Fund, to be effective, should function on a nonideologic basis, adhering strictly to technical and professional considerations.
>
> It is not our intention to draw up a charter for the Fund, but following are some of the activities which it could finance:
>
> 1. Technical training for potential news agency and other media personnel, in the form of travel scholarships for them to attend existing training centers.
>
> 2. Travel expenses of expert consultants requested by developing countries to help establish news agencies or to improve their media.
>
> 3. Grants for modernizing existing media installations or to establish new ones, particularly in rural areas.
>
> 4. Assistance in the transfer and installation of printing and electronic equipment. The technologic explosion in the print and electronic media has left in its wake a vast amount of unused equipment that would be donated to organizations in developing countries. The major obstacle is the transfer and installation of such equipment, which can be costly, for example, in the case of a printing press.
>
> The above and other activities would contribute initially to a quantitative improvement in the flow of news nationally and internationally. It is a necessary first step, however, which would lead to qualitative improvement through continued training and experience.
>
> It is not suggested that the Fund itself engage directly in these activities. Rather, it should work through existing international media organizations with the necessary expertise to make the program effective.[60]

Roger Tatarian, from 1962 to 1972 an editor and vice president of UPI and now professor of journalism at California State University at Fresno, has proposed the establishment of a Multinational Pool, to which experienced correspondents from participating developed and less developed countries would be assigned to report news about Third World projects and programs for national economic, social and cultural

development. Their dispatches would be made available simultaneously to all world media over the distribution facilities of all the participating agencies, including the Non-Aligned News Agencies Pool created in 1976 by the 85 nations attending the Fifth Nonaligned Summit Conference in Colombo, Sri Lanka. He envisions that the Multinational Pool also could act as an international clearinghouse for exchange programs and scholarships for training of journalists or in providing technical assistance.[61]

A proposal for the establishment of a Third World News Agency has been advanced by Narinder K. Aggarwala, regional information officer for Asia and the Pacific for the U.N. Development Programme. In Aggarwala's opinion, the Non-Aligned News Agencies Pool, "for all practical purposes, provides for no more than a mechanism for exchanging official information or news handouts." Instead, he suggests the creation of "a truly independent" Third World News Agency "capable of projecting multiple Third World perspectives in the world news in much the same way" as AP, UPI, Reuters and AFP "project U.S., French and British perspectives in the news they disseminate."[62]

* * *

An overall appraisal of the situation indicates that efforts must be considerably increased to alert Western media editors and owners, and the general public as well, to the perils to democratic, industrialized nations implicit in the prospect that additional vast areas of the world may be blocked off from Western newsgatherers or reported almost solely through state-controlled news agencies. Such indeed is the very lively possibility should the Western media fail in their attempts to help correct the current imbalance in news communication between the First and Third Worlds and within the LDCs themselves.

It seems evident that far more must be done by the media, foundations, universities, research centers and government than has been accomplished in the past to help shore up LDC media weaknesses. The U.S. Congress still must provide funds for the ambitious programs contemplated by the USICA; in a period when tax reductions almost universally are called for, such funding likely will not be accomplished without determined lobbying efforts by media leaders, supported by an awakened awareness of the danger on the part of large segments of the American public. In order to gain this necessary support, an increased volume of news stories and print and broadcast editorials explaining the magnitude of the problem appears essential.

Meanwhile, media leaders and government officials are "buying time" as they seek to make good on their pledges of assistance to Third World news media and to contain the unrelenting movement toward state control of the news promoted through UNESCO, WARC and other world action and opinion-forming agencies.

In peril, Pauline still lies across the tracks on which the speeding train approaches.

Can she be saved?

Don't fail to view the next exciting reel at the 21st session of the UNESCO General Conference in 1980.

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ADDENDUM

World Press Freedom Committee

The Age, Melbourne, Australia
American Newspaper Publishers Association
American Society of Newspaper Editors
American Women in Radio and Television
Asociacion de Entidades Periodisticas Argentinas
Asociacion Dominicana de Diarios
Asociacion de Editores de Diarios Espanoles
Asociacion Nacional Diarios--Colombia
Associated Press Managing Editors Association
Associated Press Broadcasters Association
Associated Press Radio Television News Directors Association
Bloque de Prensa - Venezuela
Bonneville International of Utah
Caribbean Publishers and Broadcasters Association
Doubleday Broadcasting of Texas
Freedom House, New York
Inter-American Association of Broadcasters
Inter American Press Association
International Federation of Journalists
International Press Institute
Japan Publishers and Editors Association
Kops-Monahan Communications, New Haven, Connecticut
National Association of Broadcasters
National Conference of Editorial Writers
National Federation of Press Women
National Newspaper Association
Netherlands Association of Newspaper Editors
The Newspaper Guild
Overseas Press Club of America
Press Foundation of Asia
Society of Professional Journalists, Sigma Delta Chi
The Statesman, Calcutta and New Delhi, India
United Press International Newspaper Advisory Board
Women in Communications

NOTES

1. "Confrontation in Paris: Another International Showdown on the Media," undated background paper prepared by Harley prior to the 20th session of the UNESCO General Conference in Paris October 24-November 28, 1978.

2. London, England: Burnett Books Ltd. in association with Andre Deutsch Ltd., 1978. Also, New York: Times Books, a division of Quadrangle - The New York Times Book Co., Inc., 1978.

3. Personal interviews with Mrs. Righter in Athens, Greece, June 20, 1979; with Macdonald aboard a cruise ship in the Aegean Sea June 24, 1979; and with Fuller in Athens June 25, 1979. Macdonald is managing director of The Age in Melbourne, Australia, and first vice chairman of the World Press Freedom Committee.

4. Opening speech by Galliner.

5. Ibid.

6. George Beebe, chairman of the World Press Freedom Committee, reviewed these proposals at the spring meeting of the Inter American Press Association in Trinidad March 22, 1979.

7. Broadcasting 48:3 (Jan. 15, 1979), p. 70 and Editor & Publisher 112:13 (March 31, 1979). Also, in unpublished remarks prepared for the IPI General Assembly in Greece, David Webster, director of public affairs for the British Broadcasting Corporation (BBC), said the problem for journalists at the WARC meeting would be "how to create the maximum possible freedom of information, not only for the established countries but also for the less developed countries."

8. "Interim Report on Communication Problems in Modern Society," UNESCO document CC-CIC-78/WS/39.

9. "The New World Order of Information," UNESCO document A/SPC/33/L.5. The document was prepared by Mustapha Masmoudi, now Tunisian ambassador to UNESCO. "This wide-ranging document recites the Third World complaints and accusations, the inequities and their causes and analyzes them from political, legal, cultural, economic and technological standpoints," wrote Harley (op. cit.). "It relates the 'New World Information Order' to the 'New World Economic Order' and . . . will become a kind of 'bible' for the Third World in its fight to achieve equitable international political, economic and institutional arrangements for communications."

10. Mayor's speech, delivered in the Odeon of Herod Atticus, contrasted sharply with a declaration of the necessity of press freedom made by Constantine Tsatsos, president of the Republic of Greece, the preceding speaker.

11. A document titled, "Protection of Journalists," dated February 26, 1979, was distributed at the IPI meeting, along with MacBride's prepared remarks and the commission's working document No. 4, also titled "Protection of Journalists," prepared for the body's sixth session in Acapulco, Mexico, June 4-8, 1979.

12. Editor & Publisher 111:41 (October 14, 1978), p. 48.

13. These media organizations and their affiliates comprise virtually all the media groups involved in the effort.

14. See Addendum for a list of the organizations.

15. Report by Beebe to WPFC contributors, March 1979, and telephone conversations with Beebe July 13 & 18, 1979.

16. Telephone conversation with Kops, July 5, 1979.

17. Personal interview, Athens, Greece, June 17, 1979.

18. Letter from Tremaine dated March 28, 1979.

19. Andersen's letter, dated April 5, 1979, enclosed the mobile printing unit information.

20. Information about these programs was obtained from the Directory of Journalism Organizations, The Quill 66:10 (November 1978), pp. 32-33, 35, and from a memorandum provided by Peter Galliner, director of the International Press Institute, in Athens, Greece, June 20, 1978. Galliner reported that the internships directed by Indiana University were provided by Time, Newsweek, Business Week, New West and Los Angeles magazines; AP and UPI; WSB-TV and WAGA-TV, Atlanta; KNBC, Burbank, California; KNXT, Los Angeles; WNBC-TV, New York; KCRA-TV, Sacramento, California; and WCBS-TV, New York; and the Baltimore Afro-American; San Rafael (California) Independent-Journal; Los Angeles Times; Philadelphia Inquirer; Berkeley (California) Gazette; Pittsburgh Post-Gazette; Sacramento (California) Bee; Milwaukee Journal; Riverside (California) Press-Enterprise; Atlanta Constitution; Denver Post; Dallas News; Long Beach (California) Independent; Chicago Sun-Times; Quincy (Mass.) Patriot Ledger; Chicago Tribune; Boston Globe; Palo Alto (California) Times; Washington Star; New York Daily News; Portland Oregonian; Milwaukee Sentinel; Oakland (California) Tribune; Fort Worth Star-Telegram; San Francisco Examiner; Providence Journal; New Orleans States-Item; and Miami Herald.

21. USICA news release No. 7, February 26, 1979.

22. Letter dated March 28, 1979, from Tremaine to the author.

23. Report dated April 23, 1979, distributed at the AP's annual meeting in New York City.

24. Response to a fall 1978 survey by The Quill, national magazine of the Society of Professional Journalists, Sigma Delta Chi; WPFC report of March 1979, op. cit.; and telephone conversation with Bench July 12, 1979.

25. Letter dated April 6, 1979, from Canel to the author.

26. WPFC report, op. cit. See also Editor & Publisher 111:41, op. cit.

27. Galliner memorandum, op. cit.

28. Ali, S. M., "DEPTHnews: A Model for a Third World Feature Agency," in Horton, Philip C., ed., The Third World and Press Freedom (New York: Praeger Publishers, 1978), p. 190. The book contains papers commissioned for a 1977 conference in New York City sponsored by the Edward R. Murrow Center of the Fletcher School of Law and Diplomacy, Tufts University, Medford, Massachusetts 02155.

29. Galliner, Peter, "Improving News Flow in the Third World," in Horton, ibid., pp. 101-103.

30. Ibid.

31. "Director's Activity Report 1978/79," distributed at the IPI's 28th General Assembly, Athens, Greece, June 18, 1979.

32. "The News Flow: How Can We Improve It? A Western View," pamphlet published by the WPFC in 1978, with text by Leonard R. Sussman, executive director of Freedom House, New York City, a national organization dedicated to strengthening democratic institutions. Also, WPFC report, op. cit., and telephone conversation with Beebe July 18, 1979.

33. Editor & Publisher 112:25 (June 23, 1979), p. 18.

34. Remarks at IPI General Assembly, Athens, Greece, June 20, 1979.

35. Telephone conversation, July 18, 1979.

36. Seven such resolutions were passed at the IPI meeting.

37. Speech at IAPA meeting, op. cit.

38. Galliner's director's report and speech at IPI General Assembly, op. cit.

39. Ali, S. M., op. cit., pp. 187-196. Ali, chief executive of the Press Foundation of Asia, is editor-in-chief of DEPTHnews.

40. Personal interview, op. cit.

41. The stories were published by the Atlanta Journal May 23, 1979.

42. Remarks at IPI's 1979 conference.

43. "International News Wires and Third World News in Asia: A Preliminary Report," commissioned by the Edward R. Murrow Center of The Fletcher School of Law and Diplomacy, Tufts University, Medford, Massachusetts 02155, for the conference on "The International News Media and the Developing World," April 2-5, 1978, in Cairo, Egypt. See also Editor & Publisher 111:41, op. cit. The WPFC has contributed several grants to the Center to underwrite a portion of Schramm's studies.

44. Report of AP board of directors, op. cit.

45. Letter to the author, op. cit. See Roger Tatarian, "News Flow in the Third World: An Overview," in Horton, op. cit., pp. 35-42, for a review of other such research studies, including that of Reyes Matta, Robert L. Bishop, William Hachten and USICA.

46. From materials sent to the author in preparing the Directory of Journalism Organizations and writing six accompanying articles for The Quill, op. cit. Among other organizations not cited here are other WPFC affiliates. See Addendum.

47. Ibid.

48. "Foreign Graduate Students Studying Journalism in U.S.," a report by Executive Secretary Quintus C. Wilson to the Executive Committee of the Association for Education in Journalism, December 8, 1978.

49. Development Directions, October 1978, pp. 25-27. During a research trip to Paris, France, in December 1975, the writer of this paper observed, at the French Institute of the Press, the manner in which Cameroon journalism students were being taught to produce a small offset newspaper and to operate a radio station.

50. For example, Dr. Albert L. Hester of the School of Journalism and Mass Communication at the University of Georgia, in 1978 prepared a paper titled, "North American and Western European Perspectives on Free and Balanced Flow of News and Information," under commission by UNESCO.

51. See unpublished report of the meeting prepared by association President Frederick Williams, in association with Alfred G. Smith, Herbert S. Dordich and Lawrence E. Sarbaugh, with the assistance of association Executive Secretary Robert L. Cox.

52. Letter addressed to the author as chairman of the International Communication Division Professional Freedom and Responsibility Committee.

53. From Article IX, UNESCO Declaration on Use of the Media, Paris, 1979.

54. Conversation with the author in Athens, Greece, June 20, 1979.

55. Remarks at IPI General Assembly, Athens Greece.

56. Personal interview, op. cit.

57. Excerpted from Lindsay's remarks at the institute's conference in Washington, D.C., September 11-15, 1977.

58. General policy statement delivered at the 20th session of the UNESCO General Conference, November 3, 1978. Reinhardt also announced a project that would make substantial use of the INTELSAT Satellite System to provide free transponder time for public service use in four areas of the developing world. The price tag for the new projects is $24 million. At the same meeting the Nordic countries disclosed that they plan to spend $4 million on Third World projects. Reinhardt also noted that the U.S. government during the preceding

two years had committed $18 million to the cooperative improvement of basic telecommunications in developing countries; had committed another $19 million to communications and information components of about 70 projects in LDCs; and had spent $4 million on two-way exchanges of communication students, teachers and practitioners, as well as on studies and conferences and on media materials --all aimed at improving mutual understanding of communication perspectives. About 1,000 participants from 88 LDCs were directly engaged in the latter effort, he added.

59. Letter dated March 8, 1979, from Jerry W. Friedheim, ANPA general manager, to Sean MacBride, President, International Commission for the Study of Communication Problems, c/o UNESCO, 8, place de Fontenoy, 75700 Paris, France. The interim report is UNESCO document CC-CIC-78/WS/39. op. cit.

60. A copy of the analysis was sent to the IAPA board of directors and advisory council January 12, 1979, by James B. Canel, general manager.

61. Tatarian article in Horton, op. cit., pp. 52-54.

62. "News With Third World Perspectives: A Practical Suggestion," in Horton, pp. 197-209.